

ORDER

KSNV

Orders
Order / Rev: 108195
Alt Order #: 06867190
Product Desc: NRCC/HECK
Estimate: 3060
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC/ Heck 4 Congress *Revised*
Demographic: A35+
Product Codes: PLC02,PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$15,325.00	\$13,026.25
10/29/12	10/30/12	8	\$8,000.00	\$6,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$15,325.00	\$13,026.25	0.00
November 2012	8	\$8,000.00	\$6,800.00	0.00
Totals	25	\$23,325.00	\$19,826.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$23,325.00
Market	100%	\$89,711.54

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$23,325.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$22,427.88
KTUD	1%	\$897.12
KVVU	17%	\$15,250.96
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$4,485.58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/WagM		6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

